

CHAPTER 118
LOGO SIGNING

761—118.1(306C) Introduction. This chapter pertains to official signs that are located within the right-of-way of interstate and freeway primary highways and that give specific information of interest to the traveling public. The department shall control the erection and maintenance of these signs in accord with this chapter and the “Manual on Uniform Traffic Control Devices for Streets and Highways,” as adopted in rule 761—130.1(321).

761—118.2(306C) Erection and location of specific service signs.

118.2(1) General.

a. The department shall erect specific service signs at rural interchanges if the requirements of this chapter are met and sufficient space is available. Specific service signs shall not be installed within suburban or urban areas, except where roadside development is rural in character.

b. Specific service signs shall be erected at an interchange only when the motorist can conveniently reenter the interstate or freeway primary highway and continue in the same direction of travel.

c. Specific service signs shall be located in a manner that takes advantage of the natural terrain and that has the least impact on the scenic environment.

118.2(2) Mainline specific service signs.

a. One mainline specific service sign shall be provided on the interchange approach for each type of motorist service (gas, food, lodging, and camping) if qualified services are available and minimum spacing requirements can be met.

b. Mainline specific service signs shall be erected between the previous interchange and 800 feet in advance of the exit direction sign for the interchange from which the services are available. There shall also be at least an 800-foot spacing between the signs. In the direction of traffic, the successive signs shall be those for “CAMPING,” “LODGING,” “FOOD,” and “GAS,” in that order. If the spacing limitations prohibit the erection of specific service signs for all four types of services, preference shall be given to available “GAS,” “FOOD,” “LODGING,” or “CAMPING” services, in that order.

118.2(3) Ramp specific service signs.

a. On a single-exit interchange where the advertised activities or the on-premise signing of individual business installations identified by business signs on the mainline specific service sign is not visible from the ramp terminal, a ramp specific service sign for the type of motorist service shall be erected. When the advertised activities or the on-premise signing is visible from the ramp terminal, a ramp specific service sign shall not be erected for that service.

b. If conditions permit, the successive panels along the ramp in the direction of traffic shall be those for “CAMPING,” “LODGING,” “FOOD,” and “GAS,” in that order. If conditions require sign installation other than successive signs along the ramp, preference shall be given to “GAS,” “FOOD,” “LODGING,” or “CAMPING,” in that order.

c. Ramp specific service signs shall not be erected on double-exit interchanges.

761—118.3(306C) Placement of business signs on specific service signs.

118.3(1) Mainline specific service signs. A “GAS,” “FOOD,” “LODGING,” or “CAMPING” mainline specific service sign shall display a maximum of six individual business signs.

118.3(2) Ramp specific service signs. A “GAS,” “FOOD,” “LODGING,” or “CAMPING” ramp specific service sign shall display a maximum of six individual business signs.

761—118.4(306C) Eligibility for placement of business signs on mainline specific service signs.

To qualify for placement of a business sign on a mainline specific service sign, the individual business installation must meet the following requirements:

118.4(1) *Written assurance.* The individual business installation whose name, symbol, or trademark is to appear on a business sign shall give the department written assurance of its conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, age, sex or national origin, and shall not be in continuing breach of that assurance.

118.4(2) *Maximum distance.* The maximum distance that the “GAS,” “FOOD,” “LODGING,” or “CAMPING” services may be located from the main traveled way to qualify for a business sign shall not exceed three miles in either direction; however, if within the three-mile limit services of the type being considered are not available, the limit of eligibility may be extended in three-mile increments until services of the type being considered, or 15 miles, is reached. The distance shall be measured from the beginning of the exit ramp.

118.4(3) *Gas.* To qualify for placement of a business sign on a “GAS” specific service sign, the individual business installation must:

- a. Be appropriately licensed as required by law.
- b. Provide vehicle services such as fuel, oil, and water.
- c. Provide free air for tire inflation.
- d. Provide rest room facilities and drinking water.
- e. Operate year-round at least 12 continuous hours per day, 7 days a week.
- f. Provide a public telephone.

118.4(4) *Food.* To qualify for placement of a business sign on a “FOOD” specific service sign, the individual business installation must:

- a. Be appropriately licensed as required by law.
- b. Operate year-round seven days a week, and serve three meals a day (breakfast, lunch, and dinner).
- c. Provide a public telephone.

118.4(5) *Lodging.* To qualify for placement of a business sign on a “LODGING” specific service sign, the individual business installation must:

- a. Be appropriately licensed as required by law.
- b. Provide adequate sleeping accommodations consisting of a minimum of ten units each. Each unit must have a bathroom and a sleeping room.
- c. Provide a public telephone.

118.4(6) *Camping.* To qualify for placement of a business sign on a “CAMPING” specific service sign, the individual business installation must:

- a. Meet applicable state and local standards for health and sanitation.
- b. Agree to the removal or masking of the business sign by the department during off-seasons, if operated on a seasonal basis.
- c. Provide a public telephone.

118.4(7) *Compliance with Iowa Code sections 306C.11 and 306C.13.* The individual business installation must be in compliance with Iowa Code sections 306C.11 and 306C.13. If an advertising device which serves a business is erected or maintained in violation of either of these sections, that business shall be disqualified from obtaining a business sign upon any specific service sign.

761—118.5(306C) Application and fees.**118.5(1) *Application.***

a. An individual business installation requesting placement of a business sign upon a mainline specific service sign shall submit a completed application form, provided by the department, to the Office of Right of Way, Iowa Department of Transportation, 800 Lincoln Way, Ames, Iowa 50010.

b. When the advertised activity or on-premise signing of the business installation is not visible from the ramp terminal and a ramp specific service sign has been erected, application shall be made for space on the ramp specific service sign in addition to application for space on the mainline specific service sign.

c. If the application is approved, the applicant shall remit the required fees and furnish the department with business sign(s) meeting department specifications.

118.5(2) Fees. The individual business installation shall pay to the department an annual fee of \$50 plus \$15 per month for each business sign supplied for posting. The monthly fee shall be due on or before the first day of each month or payable quarterly with installments due on or before July 1, October 1, January 1, and April 1 of each year. The annual fee shall be due upon approval of the application, and on or before July 1 of each year thereafter. Failure to submit fees by these dates shall be cause for removal and disposition of the affected business sign(s) by the department.

118.5(3) Drawing to allocate space. If the number of qualified applicants is greater than the number of available spaces on a mainline specific service sign, the department shall hold a drawing among the qualified applicants to select the applicants who will fill any vacant spaces.

761—118.6(306C) Business sign specifications. A business sign shall be a blue sign with a white border and white legend, except that colors consistent with customary use should be used with nationally, regionally, or locally known symbols or trademarks. Reflectorization of business signs is optional, at the discretion of the applicant.

118.6(1) Mainline business signs. On mainline business signs, all letters in the principal legend shall be at least 10 inches high, whether capital or lowercase. However, when the symbol or trademark is used alone for the business sign, any legend on it shall be proportional to the size customarily used on the symbol or trademark. The symbol or trademark may also be modified to improve legibility.

a. A “GAS” mainline business sign shall be contained within a 48-inch wide and 36-inch high rectangular panel.

b. A “FOOD,” “LODGING,” or “CAMPING” mainline business sign shall be contained within a 60-inch wide and 36-inch high rectangular panel.

118.6(2) Ramp business signs. On ramp business signs, all letters in the principal legend shall be at least 4 inches high, whether capital or lowercase. However, when the symbol or trademark is used alone for the business sign, any legend on it shall be proportional to the size customarily used on the symbol or trademark. The symbol or trademark may also be modified to improve legibility.

a. A “GAS” ramp business sign shall be contained within a 24-inch wide and 16-inch high rectangular panel.

b. A “FOOD,” “LODGING,” or “CAMPING” ramp business sign shall be contained within a 36-inch wide and 16-inch high rectangular panel.

761—118.7(306C) Installation, maintenance, removal and replacement of business signs.

118.7(1) The department shall perform all required installation, maintenance, removal and replacement of business signs upon specific service signs within the right-of-way.

118.7(2) Ordinary initial installation and maintenance services shall be performed by the department during the month of July upon payment of the annual renewal fee.

118.7(3) The department may perform additional requested services in connection with modification of a business sign upon payment of a \$50 service charge. Any required new or renovated business sign shall be provided by the applicant.

118.7(4) The department shall remove and dispose of a business sign if the applicant fails to pay the required fees or if the applicant or business sign violates any provision of these rules.

118.7(5) No business sign shall be displayed which would mislead or misinform the traveling public, or which is unsightly, badly faded, or dilapidated. The department may remove, replace, or mask business signs which violate these provisions.

118.7(6) Messages, trademarks, or brand symbols which interfere with, imitate, or resemble any official warning or regulatory traffic sign, signal or device are prohibited.

118.7(7) The department shall not be responsible for damages to business signs caused by vandalism or natural causes. If a business sign is so damaged and it requires repair or replacement, the applicant shall provide a renovated or new business sign along with payment of a \$50 service charge to the department for replacement of the damaged business sign.

761—118.8(306C) Tourist attraction signing. Tourist attractions may be signed if allowed by the “Manual on Uniform Traffic Control Devices for Streets and Highways” or approved by the Federal Highway Administration.

These rules are intended to implement Iowa Code section 306C.11.

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